



2012 Sponsors

Event Sponsors \$5000+

City Auto Glass
City of Rochester
Clear Channel Radio
Cumulus Radio
KTTC/Fox 47/CW
RNeighbors
Rochester Post-Bulletin
Rochester Service Company
Waste Management

Ten-Ton Pile \$1000+

Arnold's Supply &
Kleenit Company
Kwik Trip
Mayo Clinic
MnDOT District 6
Rochester Honkers Baseball

One-Ton Pile \$100-\$999

Ardell Brede
Boldt Company
Church of St. John
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Courtesy Corporation -
McDonalds
Mike Busch - State Farm
Nature's Best
Dry Cleaners
Olmsted County
Quarry Hill Nature Center
Rochester Chamber
of Commerce
Rochester Commercial
Banks
Rochester Downtown
Alliance
Roscoes's Root Beer & Ribs
Seneca Foods Foundation
Veolia Environmental
Services

Truckload \$1-\$99

Historic Southwest
Neighborhood Association
International Multicultural
Assistance Association
Think Bank

A Litter Bit Better!

2007 - 2012 Event Summary

Introduction

In 2006 two concerned citizens proposed a city-wide litter clean-up event to Mayor Ardell Brede and the Chamber of Commerce. The Mayor brought together a team of organizations that developed a plan and coordinated the first annual *Help Make Rochester A Litter Bit Better!* event in 2007. With the help of generous sponsors, the event has been a success each and every year since.

2012 was the 6th annual *Help Make Rochester A Litter Bit Better!* event. Each year, thousands of volunteers collect litter from across Rochester. Together in the past 6 years, these individuals, service groups, businesses, scout troops, faith-based organizations, neighborhood associations, and families have worked together to remove over **70 tons of litter** from the community. The removal of this waste reduces potential land and water pollution and beautifies our cityscape. Participants in the event build community ties and reinforce a strong sense of community pride. The ultimate goal of the program is to prevent water pollution by eliminating litter-causing behavior in the City of Rochester. It is exciting to note that there is evidence of behavior change as less litter was collected during the 2012 clean-up event even with the same number of volunteers and areas picked up as last year!



Cub Scout Den 1

Save the Date for Next Year!

April 20 - 27, 2013

www.rneighbors.org/litterbitbetter

Steering Committee Members

The success of an event the size of *A Litter Bit Better!* takes time, effort, and leadership. Various organizations and individuals have worked together since 2007 to put on this successful campaign. The 2012 Steering Committee Members and their organizations are listed below.

2012 Steering Committee Active Members and Affiliated Organizations

Angie Dalenberg
Mayo Clinic

Dan Dalenberg
Mayo Clinic

John Helmers
Olmsted County

Mike Kraszewski
City of Rochester

Ardell Brede
City of Rochester

Heather Kester
Rochester Post Bulletin

KC Reed
Boy Scouts Gamehaven

René Lafflam
RNeighbors

Barb Huberty
City of Rochester

Jane Andrist
Federal Bureau of Prisons

Megan Duffey
City of Rochester

Sandy MacLaughlin
Historic Southwest
Neighborhood Association

Event Sponsors

The *A Litter Bit Better!* campaign has been made possible by the generosity of businesses and individuals within the Rochester community. The sponsors listed in the sidebar on page one, donated cash, goods, or services in 2012. The logos below represent the Event Sponsors. These organizations contributed over \$5,000 in cash and in-kind services. Thank you to all the sponsors for their continuous support of this program!

City Auto Glass

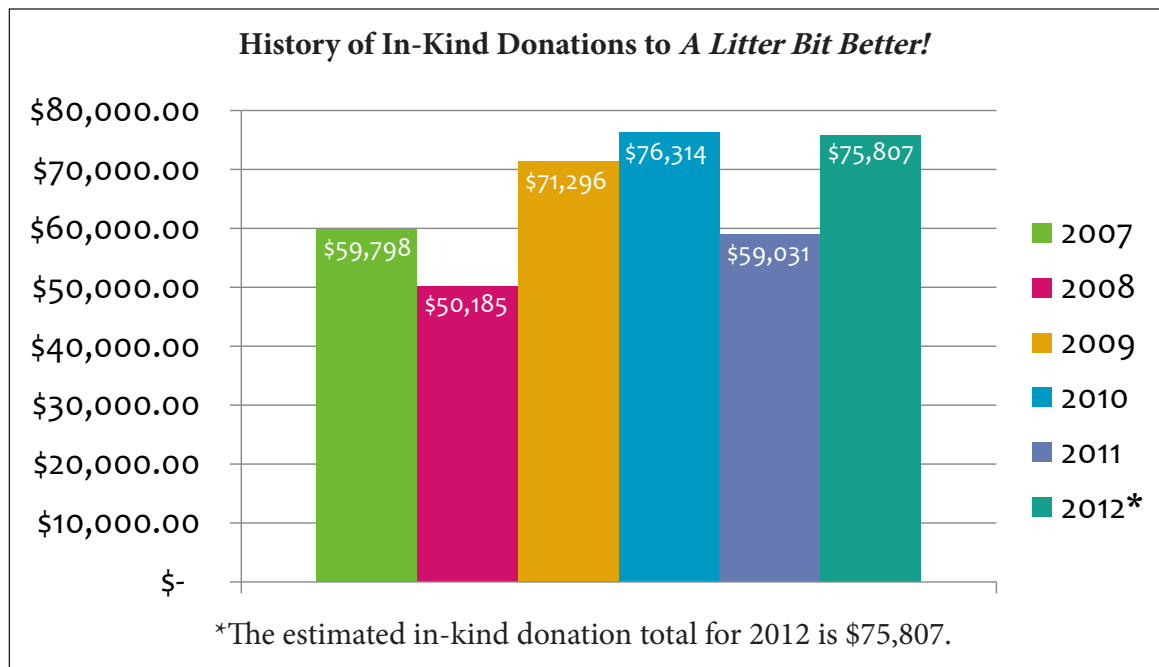


Post-Bulletin
If it matters to you, it matters to us



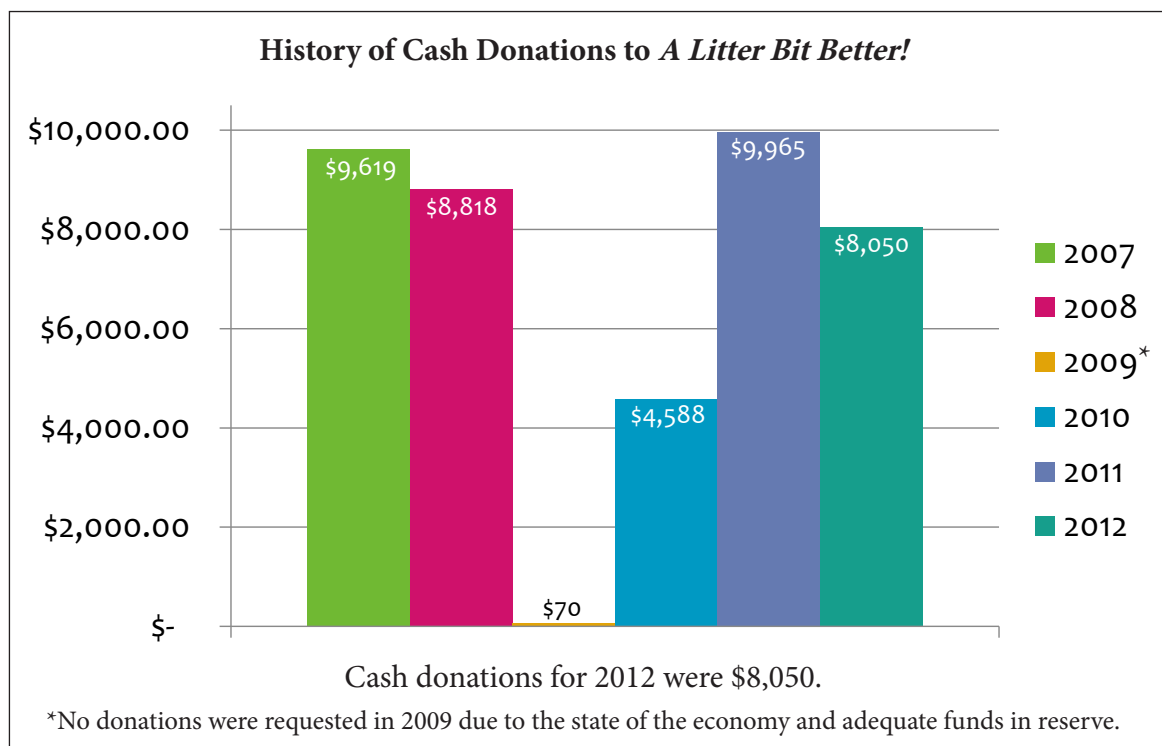
In-Kind Donations

In-kind donations of time, goods, and services include waste collection, storage and disposal, staffing, website, recycling bags, and TV, radio, and newspaper advertising.



Cash Donations

Cash donations pay for garbage bags, posters, Pledge Cards, magnets, postage, Litter Man, and more! The total expenses for 2012 were \$4,251.



The combination of cash expenditures and in-kind services yields a total program cost of approximately \$80,000, which is about \$6.11 per pound of litter collected.

Event Promotion

A wide variety of promotional methods are used throughout Rochester to target new and repeat participants. Examples include:

“Save the Date” fliers & magnets

Bulletin notices for faith-based organizations

Posters displayed at businesses

Press releases

Radio, television, and newspaper ads

Rochester Channel 19 Cable TV spots

Newspaper, newsletter, and magazine articles

Email notifications

Website postings

RNeighbors Facebook page posts

Interviews & presentations

Vehicle magnets

Personal contacts

Translated materials for non-English speakers

Litter Man

Rochester Honker's baseball games - programs, banner, bracelets and “LitterMan”

Twitter



KTTC Promotional Commercial



2012 Promotional Poster

Poster Contest

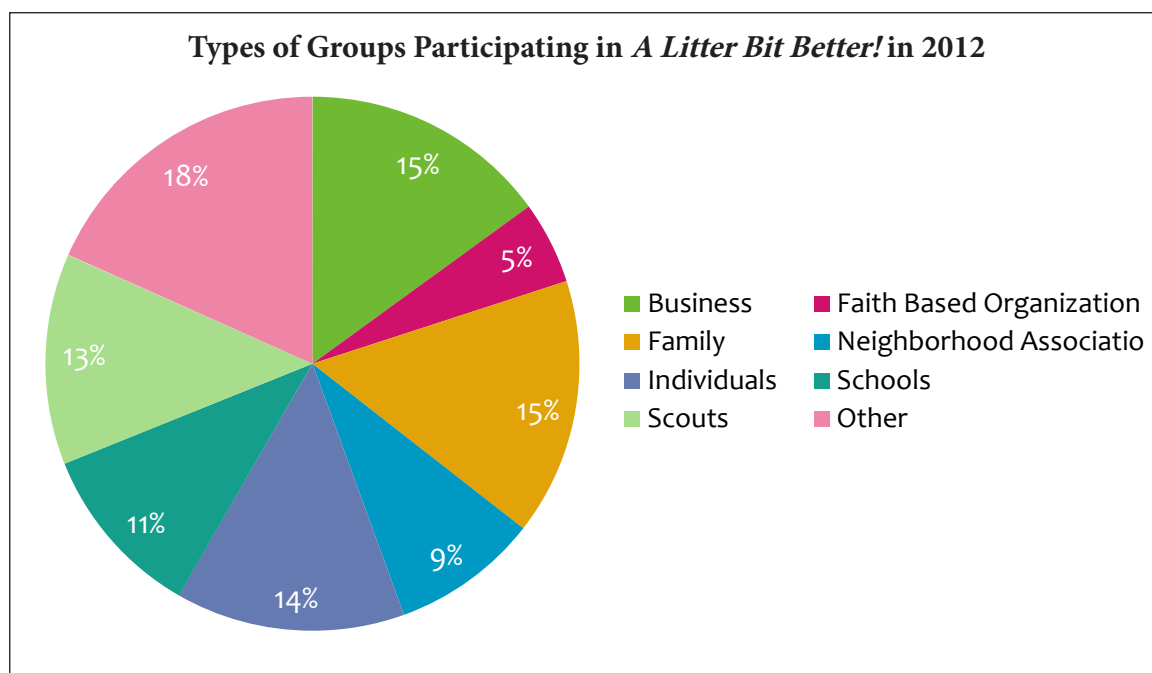
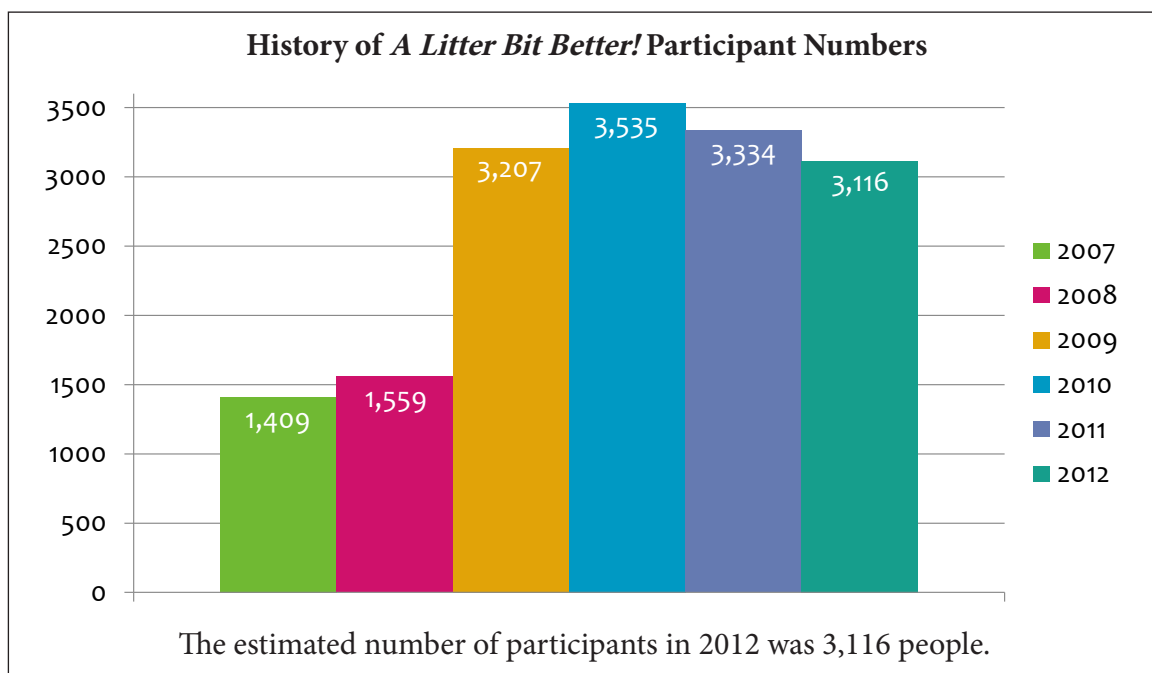
4th grade classrooms across Rochester are invited to participate in the annual poster contest and to sign a pledge to: **Never Litter. Always Pick Up Litter. Tell Others Not to Litter.** The winning poster design from each school receives an *A Litter Bit Better!* t-shirt, an opportunity to be in the Rochesterfest Parade, and a signed letter of appreciation from the Mayor. The Grand Prize Poster Winner will have their art published on the pledge card, a poster with their winning artwork, a photograph with the Mayor, and a pizza party for their class.



*2012 Grand Prize Winner Raya Shafeeq
Bamber Valley Elementary School*

Participant Information

The number of people volunteering their time to *A Litter Bit Better!* is impressive. Individuals from all walks of life participate each year. An astonishing 64% of volunteers in 2012 had previously participated in *A Litter Bit Better!*



Weather Conditions

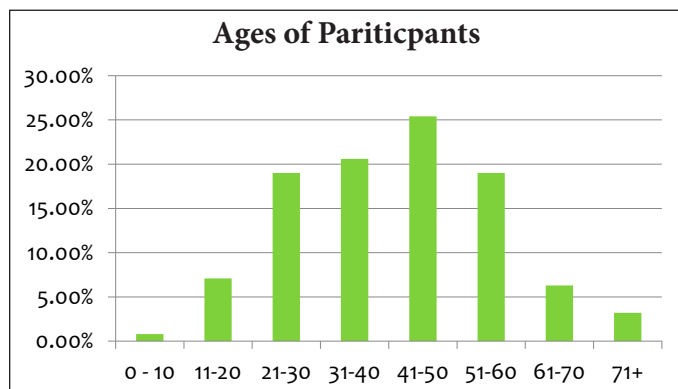
Dedicated *A Litter Bit Better!* volunteers participate year after year regardless of the weather.

Year	Temperature (°F)	Precipitation
2007	44° - 81°	None
2008	45° - 73°	1 day of rain
2009	52° - 75°	None
2010	40° - 80°	Trace of rain on 3 days
2011	32° - 51°	Rain and snow 9 out of 12 days
2012	34° - 73°	Trace of rain on 6 days

Volunteer Photos & Feedback

Each year volunteer groups complete a brief survey to help evaluate the program. The quoted texts and photos are a sampling of volunteer experiences.

"Last year we cleaned up the same area. It was a mess, proaably never been touched. We had a lot of garbage. This year there was less - I think the eforts of the 1st year really paid off."



Affinity Plus



Hindu Association of Trainees



City of Rochester Employees

"I love this program!!!"



Cub Scout Pack 99

"It was a great activity for my students and tied in with our curriculum about food webs and negative environmental impact."

Volunteer Photos & Feedback



Rochester Public Utilities

"I really have seen a large decrease in litter outside our area as a result of this effort."

"I am a frequent user of the trail system and feel this is my way to say thank you to the city for providing such a great trail system."

"Great experience for the kids to learn the value of not littering, also a fun opportunity to get together and build relationships in our neighborhood."



Homestead Park Volunteers



Mark St. Peter & Friends

"It is a great way to remind myself and my kids to not litter and help keep our environment clean and healthy."

"This year we had considerably less trash in our area of pick up."



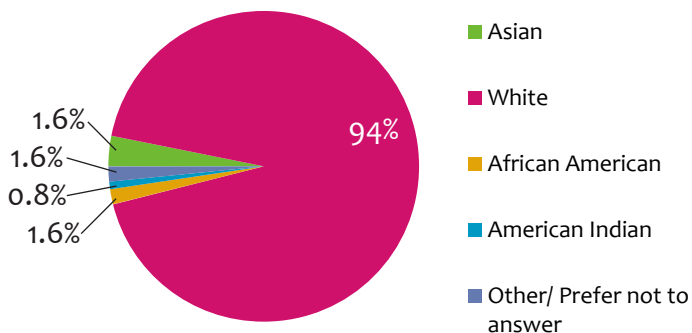
Holden Family

"It was rewarding doing something to help the community and I got a sense of community from the group I was with. I found out that community isn't necessarily based on residence."



Cub Scout Pack 99

Ethnicity of 2012 Participants



Volunteer Photos & Feedback

"We feel this is a great team-building event for our office."



Girl Scout Troop 40013

"It has become a family tradition that we sign-up and pick-up."



Den 2 Wolves



Dylan P

"It's good for kids to learn about service and about the environment."



Shannon Oaks Litter Eaters



The Boldt Company



Rebecca Klien & Friends

"I think it is a great reminder of the consequences of littering and to pull together as a community to take care of our community."



Boy Scout Group 21 & Slider

2012 Results

Volunteers picked up litter at 245 collection sites that covered 5,635 acres of land in Rochester. These efforts resulted in **13,100 pounds of litter being removed** from the environment in 2012.



Trash collected

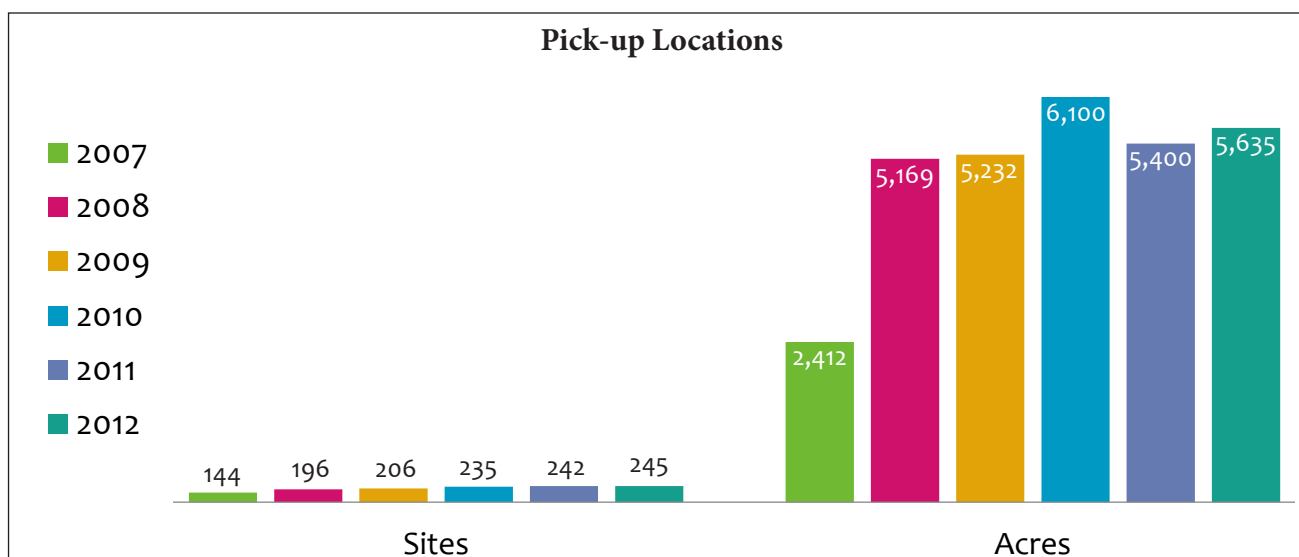
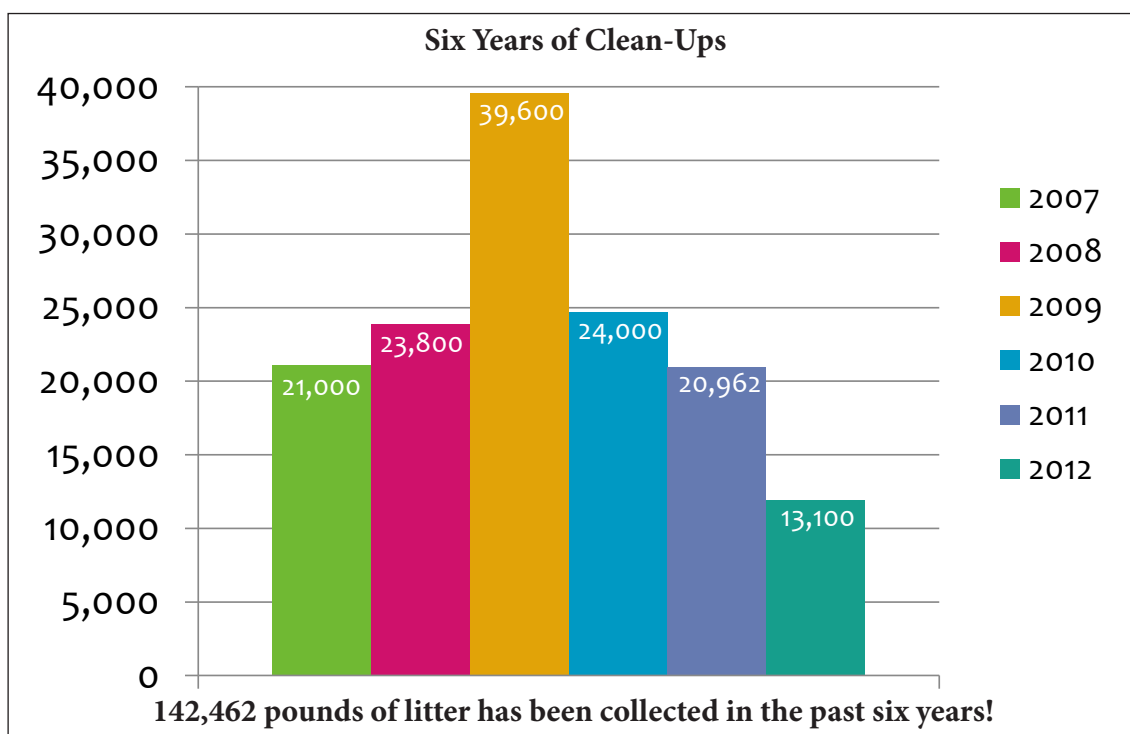


2012 Trash Mountain Weigh-in



Recycling collected

While 12,000+ pounds is a very large number, it is **9,042 pounds less than last year!** It is exciting to see the downward trend of litter collected year after year. The number of volunteers collecting has remained essentially steady through the last 4 years, so this decrease is not due to less effort. Numerous groups reported finding less litter at their site this year.



Types of Trash Collected

What do you find in 6 tons of trash?



"A pair of slippers!"

"Plastic bottles"

"Semi truck mirror"

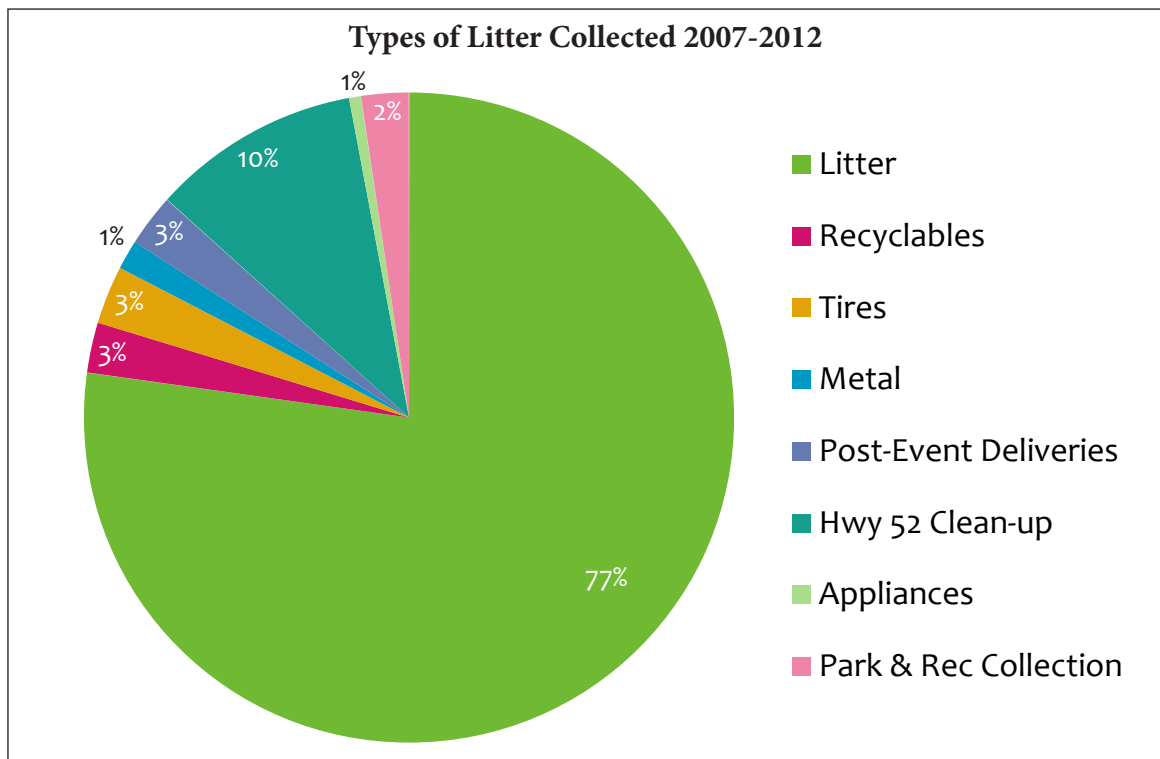
"A broken bicycle in the river!"



"Food packaging"

"A broken toilet!"

"A bent kitchen knife"



"LOTS of cigarette butts!"

"Mens underwear!"



"A love letter"

"Plastic 'bags!'"



"A cat or dog bed"

"Bagged doggie-doo"

"A broken windshield!"

"A set of car keys!"

Business Partnerships

Businesses in Rochester recognize the impact of having a clean, litter-free landscape. In 2011 a new initiative to encourage businesses to focus on litter prevention and clean-ups throughout the year was created. Participants monitor trash weekly, create a litter policy, educate staff and customers, and post a decal in their windows. All businesses are encouraged to participate in this program - to learn more and register visit www.rneighbors.org. The businesses listed below have voluntarily agreed to participate in this program:



Apollo Dental Center	HyVee Rochester - All Locations	Rochester Good Food Store Co-op
Arnolds Supply & Kleenit Company	Keller Williams Realty	Rochester Post Bulletin
Bold Construction	Minnesota School of Business	Sherwin Williams South
Canadian Honker Restaurant	Mister Carwash	Sixta Insurance, LLC
City Auto Glass	Panera Bread - North & South	Söntés
G & L Insurance Group	Pro Image Promotions & Apparel	The UPS Store
Gamehaven Council	Recreation Lanes	Weis Builders Inc.

A Litter Butt Better! Initiative

Cigarette butts are the #1 littered item in the U.S. In 2010, a subcommittee formed to tackle this issue in Rochester - the *Help Make Rochester A Litter Butt Better!* initiative has been gaining momentum ever since. Project initiatives include:



- The “Butt Kickers!” of John Adams Middle School conducted cigarette butt scans in Downtown Rochester in May 2011. The students efforts helped clean the environment, educate the public about the effects of this toxic litter, and determine the best locations for public cigarette butt receptacles. Their findings were also presented at the 2012 Rochester Regional Science Fair.
- Down by the Riverside concert-goers are encouraged to put their cigarette butts and other litter in the proper place by volunteers stationed at Roscoes Root Beer and Ribs.
- The Rochester Downtown Alliance and *A Litter Butt Better!* teamed up to offer the “Butt Kickers!” of John Adams Middle School a bounty on cigarette butts picked up from the Downtown landscape. This group of 25 individuals picked up 24,811 butts in approximately 5 hours. The bounty of “a nickle a butt” resulted in \$1,240.55 dollars being raised for the school’s science lab.



The “Butt Kickers!” with Mayor Brede



Approximately 12,400 butts



Litter Bags



Rochester Regional Science Fair

Opportunities for Involvement

There are numerous ways to be involved in *A Litter Bit Better!*

- 2012 Down by the Riverside Concert Cigarette Butt Initiative - Volunteers stationed at Roscoes Root Beer and Ribs will spread the message that cigarette butts are litter and are toxic in the environment. Concert-goers will be encouraged to put their cigarette butts and other litter in appropriate receptacles.
- 2013 Steering Committee Members - Be a part of leading *A Litter Bit Better!* Members work to keep the program running smoothly and develop new initiatives. (Members attend 5 hour-long meetings per year, distribute posters, and participate in other promotional activities.)
- Recruit Business Partners
- Solicit donations

Contact Megan Duffey at mduffey@rochestermn.gov or 507-328-2440 if you would like more information.

Save the Date for the next *A Litter Bit Better!*
April 20 - 27, 2013

www.rneighbors.org/litterbitbetter



Bamber Valley Estates Volunteers



Pack 83



Affinity Plus

"This is our favorite day/week all year! The kids really look forward to it. Thanks for a great program!"